



GUIDELINES

for the placement of

TRAVELER DISCOUNT BOOKLETS

In

SAFETY ROADSIDE REST AREAS



SEPTEMBER 2004

COUPON BOOKLET GUIDELINES

SPECIAL PROVISIONS & PERMIT CONDITIONS

DEFINITION

Periodical vendors, herein after referred to as Coupon Booklet Vendors (CBV), offer discount coupons for lodging and entertainment to the traveling public.

WRITTEN AGREEMENT

CBV companies requesting to place their coupon booklet(s) within Safety Roadside Rest Areas (SRRA), are first required to enter into a written agreement with the Department, through the Headquarters Office of Encroachment Permits.

This written agreement shall stipulate the reserving of two full-pages for advertisement by the Department within their publication.

The Department's advertisements may consist of "Slow for the Cone Zone" and the California Highway Information Network (CHIN). And, these advertisements shall be effectively placed in the booklets upon finalization of the written agreement.

These advertisements will be placed within the publications at the discretion of the CBV, so long as the pages appear either before the first page of lodging coupons, or, after the final page of lodging coupons.

The CBV agrees to endeavor to place the Department's advertisements together, facing each other whenever the paid composition of the publication permits.

When, and if constraints are imposed upon the CBV by the placement of paid advertising, the CBV shall still be obligated to provide the advertisements at their discretion within the areas of the publications as prescribed above.

The Department retains the right and privilege to prescribe the content of the two full-page advertisements during the course of the written agreement.

APPLICATION SUBMITTAL

Once the agreement has been signed, the CBV shall submit a standard encroachment permit application. In the box labeled "description of work to be performed", the applicant shall state the intent for the "placement of Traveler Discount Coupon Booklets, and/or facilities."

In the event that placement is sought where there are no existing facilities, as a new installation, the CBV shall be responsible for all costs incurred, unless otherwise stipulated within the written agreement entered into with the Department.

PERMIT FEE

The encroachment permit application, along with a copy of the placard to be placed within the display window of the distribution box, and a check shall be submitted to the District Encroachment Permits Office. The check shall be in the amount as pre-determined, and stipulated within the written agreement. All permits issued for periodical distribution shall be issued for a period of one year.

SPECIAL PROVISIONS

The Department will allow for the placement of these booklets for each year following as long as the respective parties adhere to the conditions of the written agreement entered into:

- Each District Encroachment Permit Office will issue an annual “CU” encroachment permit per District for each applicant.
- Require the placement of a laminated placard depicting the cover of the booklet to be placed within the window of the display box.
- The CBV booklets will be allowed within the Department's Headquarters building, on the sixth floor outside of the cafeteria area, within open magazine racks to be provided by the CBV.

PERMIT CONDITIONS

Subcontracting under this permit will not be allowed for the placement of the coupon booklets.

The CBV is required to provide weekly maintenance checks on all distribution facilities, to ensure cleanliness of the area surrounding their facilities and to ensure that the traveling public is provided with current information at no cost to the public.

Storage of coupon booklets on State rights-of-way will not be allowed.

The CBV is required to notify the States’ representative two days prior to start of any work in the States’ rights-of-way. This includes performing weekly inspections and when delivering booklets for distribution.

Any violation of the special provisions or permit conditions within the term of the permit will result in revocation of your permitted privileges.

INSTALLATION CONDITIONS

All new installations of distribution facilities shall be installed and maintained by the CBV under the direction of the States’ representative and shall be in compliance with the following criteria:

Upon completion on the installation of these distribution facilities within the SRRA, said facilities inherently become the property of the State of California.

Within each Safety Roadside Rest Area (SRRA), all distribution facilities (boxes and pedestals) shall all be of the same type, model, manufacturer and color (see Attachment #1 & #2) so that a uniform appearance is maintained as directed by the States’ representative and per the attachments provided.

The distribution facility should be located within the planted areas wherever practicable, adjacent to walkways and electroliers to reduce the exposure to vandalism and theft, or as directed by the State’s representative.

The distribution facility should be located in an area where it will be unobtrusive and not detract from other elements of the SRRA. It will be located so that it is convenient and easily accessible to the traveling public, as directed by the State’s representative.

The front of the distribution facility should be parallel with the edge of the walkway.

The maximum number of distribution boxes shall not exceed four (a double stack of two) in any SRRA.

The distribution boxes are to be securely fastened to square steel pedestal mounts, which are to be set in a concrete footing located within the planted area. The top of the concrete footing is to be covered with soil, mulch or ground cover to restore the area to its previous appearance to as great an extent as possible. Distribution boxes furnished with a pedestal mount equipped with a steel flange base designed to be bolted to concrete surfaces are to be used only where directed by the Department.

All distribution facilities shall be free of any advertisements (see Attachment #3) and shall be maintained in a clean, neat and attractive condition and in good repair at all times. Any facilities (boxes, pedestals) that are damaged, in a state of disrepair, or due to wear and tear which are no longer in a presentable condition (clean, neat and attractive) shall be replaced or repaired by the CBV as soon as practicable after discovery or notification by the State's representative to do so.

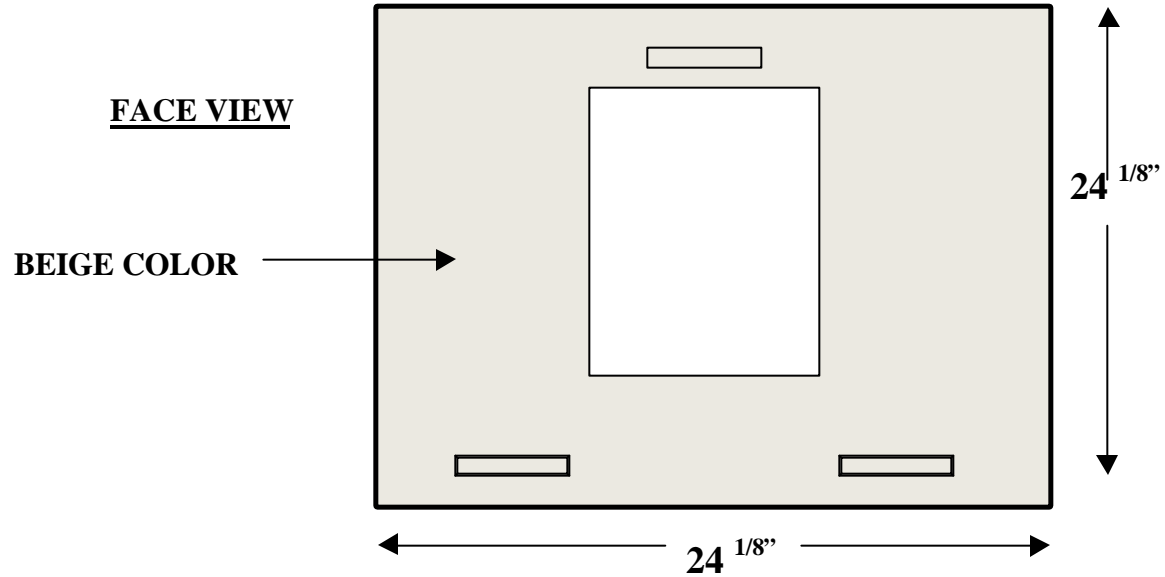
All distribution facilities which have been lost, stolen or vandalized and facilities that are no longer to be used, shall be removed, replaced or repaired by the CBV as soon as practicable after discovery or notification by the State's representative to do so.

The CBV is responsible for removal of the remaining facilities when any distribution facility is missing, vandalized or unused, and there is no intent to replace it in kind. The site shall be returned to its original condition.

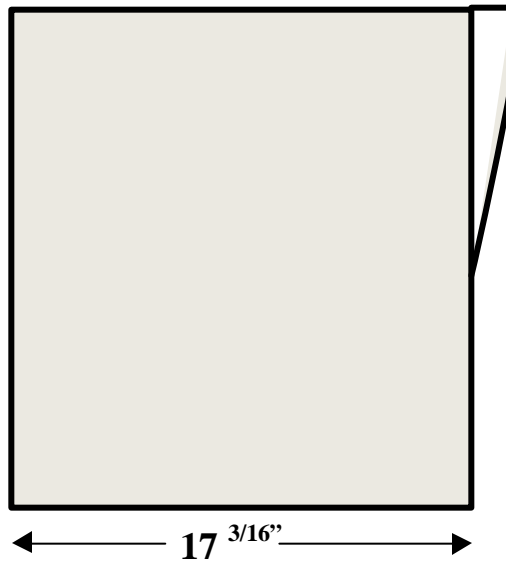
THESE GUIDELINES ARE SUBJECT TO CHANGE AT THE DISCRETION OF THE HEADQUARTERS OFFICE OF ENCROACHMENT PERMITS. IT IS THE RESPONSIBILITY OF THE PERMITTEE TO REMAIN CURRENT WITH THE SPECIAL PROVISIONS AND PERMIT CONDITIONS OF THESE GUIDELINES.

ATTACHMENT #1

COUPON BOOK DISTRIBUTION BOXES

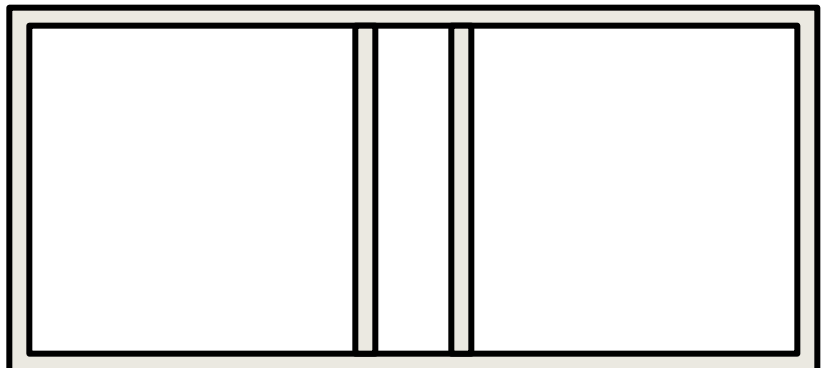


SIDE VIEW



DOUBLE BOX DIAGRAM

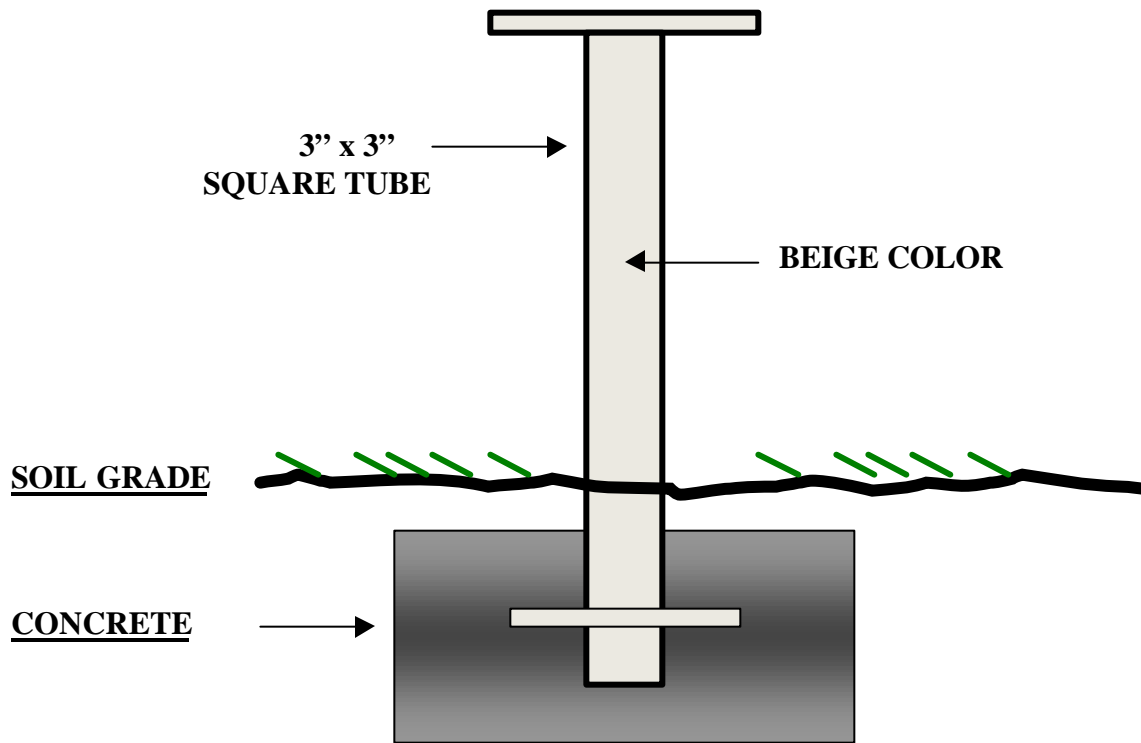
TOP VIEW
Of
BASE TRAY



ATTACHMENT #2

PEDESTAL

SINGLE BOX DIAGRAM



The distribution boxes are to be securely fastened to square steel pedestal mounts, which are to be set in a concrete footing located within the planted area. The top of the concrete footing is to be covered with soil, mulch or ground cover to restore the area to its previous appearance to as great an extent as possible. Distribution boxes furnished with a pedestal mount and equipped with a steel flange base that are designed to be bolted to concrete surfaces are to be used only where directed by the Department.

ATTACHMENT #3

This illustration shows the appearance in how the placements of these distribution facilities are to appear in the Safety Roadside Rest Areas. Also shown is what is acceptable for placement in the door window and what is NOT.

